

ROSENWALD'S DAILY STORE NEWS

STORE OPENS AT 8 A. M., CLOSES 6 P. M.
OPEN SATURDAY UNTIL 9:30 P. M.

ALBUQUERQUE, TUESDAY, OCTOBER 5.

TOO BUSY TO COME DOWN?
CALL 99 AND GIVE YOUR ORDER.

"Bold!" Aye

—“an’ it please you?
—“Beautiful!”—“Certainly!
—“Daring?” No less certainly than
Beautiful and Bold—
—The new millinery that Rosenwald is
showing is everything—and more than
words can describe—

—“The High Hats—distinctive with the art that approaches
mastery—

—“The Low Hats—that are perhaps more distinguished than
the high—

—“The Hats in Between, that are marvelous, and different and
individual—

—“It is a question whether ever, anywhere, Hats with greater
or more delightful Personality have been shown, than those Hats
that are being shown by Rosenwald’s now—

—“Interpretations of the Inspirations of Fashion—

—“And Hats at \$5, \$6.50 and \$7.50, and \$10—so rich in
style they will astonish you. Rosenwald’s Millinery and Rosen-
wald’s Millinery values are revelations this Falltime of 1915.
There is ‘that something’ about them that makes them irresistible—
and that will delight you, when you see them, Tomorrow.
And back of them is the Rosenwald spirit—the great desire of
this store to prove helpful and of service.”

Albuquerque is Blouse Hungry

Warm Knit Underwear

WINTER STOCKS ARE NOW COMPLETE

The things which differentiate this
underwear are: Soft, but not tight,
smooth; fitted shoulders conforming
to the natural shape; narrowed waists,
preventing wrinkling under the corset;
as comfortable as can be, and a general
excellence throughout in manufacture
and materials.

Silk and Wool garments,
Silk and Wool Union Suits.

Wool-Union Suits in medium and
heavy weight and every garment most
moderately priced.

PRICES ON NEW FALL BLOUSES
AS LOW AS \$1.95.

GERMAN WOMEN IN FORCE AT THE UNIVERSITIES

Take Advantage of Absence of
Men to Grasp Every Advan-
tage of Higher Education
Offered by Great Schools.

Associated Press Correspondence

Berlin, Sept. 18.—Women have
taken advantage as never before of
the absence of men from the various
German universities to strive for the
higher education that not so many
years ago was denied them.

During the last semester which fell
nearly in October time, 4,700 women
were matriculated at the various institutions. This number has increased
to 4,710 during the past half year,
constituting a percentage increase of
women attending German universities
of from 6.4% to 8.1%. In the entire
past six years the percentage had in-
creased only 2.1%.

The actual increase in point of

Queen or Dairy Maid Ambition the Same

In the expectant mother’s mind there
is no limit to what the future has in store,
and yet during the war, ambition
depends upon the physical comfort of
the mother. One of the best aids is a remedy
known as “Mother’s Friend.” Applied over
the muscles, it penetrates to the net work
of nerves, relieves the pains in a direct
way, and, instead of causing more
discomfort, induces deep
comfort, restful nights,

and a calm mind and pleasant anticipation. You
use it with your own hand, apply as needed,
and at once feel a relief that is
surpassing.

The remaining portion of the war
office communication is summarized as
follows by the Overseas news agency:

“The headquarters statement says
further that such local successes as
were obtained were gained with an-
ticipated numerical superiority prepared
for by war material from the factories of half the world, and that they
cannot be called brilliant victories.”

“Army Headquarters say further
than only one German division which
was on its way from the western
front was retained at the beginning
of the enemy’s attacks and that other
divisions were assigned to make the
place for which the detailed division
was destined otherwise the plans
of the German army were not influenced
in any way by the attack, which
at no place penetrated beyond the
second line, and nowhere rendered
impossible movement of reserves just
as was done in May when the offensive
movement at Artois was made.”

Get a bottle of “Mother’s Friend” today.
Phone your name desired or send for it.
The Atlanta Bradford Rosenthal Co., 704 Lan-
caster Building, Atlanta, Ga., is the
producer of this valuable book
of instruction for expectant mothers.

“Mother’s Friend” is recommended every-
where by those who have used it. And you
can receive very interesting letters if you
write for this book.

RUMANIA READY TO
JOIN WITH ALLIES

Paris, Oct. 5 (TASS)—Premier Bratianu of Rumania already
has twice informed Bulgaria that he



is ready to join the Allies.

“Mother’s Friend” is recommended every-
where by those who have used it. And you
can receive very interesting letters if you
write for this book.

ALLEGED MURDER OF GERMAN
OFFICER UNDER FIRE

Berlin, Oct. 5 (TASS)—A German officer who
was killed in a clash with British sub-
marines in the Baltic sea by a

British submarine without previous
warning, the Overseas News Agency
declared today.

“The submarine,” ads the News
Agency, “first flew the German flag
and then the British.”

“There is nothing to report con-
cerning the other armies.”

For quick results—a classified ad

This Store is the Home of Fashions

Ask anybody who has been the rounds where the Fall fashions are and they will tell you: “Rosenwald’s.” We appreciate the compliment and attribute it to “knowing how.” Yes; and that most important step of “Doing.” Months ago we started out to assemble the biggest stock of autumn merchandise in the history of this store. We felt that we knew how and we put our thoughts into action. You are invited to come and see the lovely things for Fall.

Wonderful Suits at \$25.00

THE CONCENTRATION OF SPECIALIZATION INCREASES THE BUYING POWER OF
YOUR MONEY

It is very true that specialization is a hackneyed theme, and it is equally true that the results of specialization frequently are amazing. Depends a great deal on what one means by specialization. For instance, with some dry goods stores it means nothing more than a price, a window of Suits at that price and two dozen of the Suits upstairs to show you when you call. This is theatrical specialization, stage stuff, mere illusion and superficiality, nevertheless it is amazing.

Another Kind: What It Means and Does

Now there is a specialization deeper and more fundamental. It bothers itself about the fabrics in the piece, before they are made up. It rejects the unworthy. It involves the buying of successful Paris and New York models and the duplication of them outright, or if judgment so dictates, a practical modification of them. It is in full realization of the important fact that trimmings may not make the Suit, but they may, and occasionally do, mar it. Therefore it attends keenly to the trimmings, getting braids that are wear-worthy, refusing scrawny furs, finding buttons that will not crack. And it insists upon the important item of tailoring with heart-breaking scrupulousness! All this is what we mean by specialization. That its results also are amazing is the evidence of your eyes when you examine these \$25 Suits.

THE SELECTION NOW READY FOR YOU TO SEE IS
UNRIVALED IN POINT OF EXCELLENCE

and variety and the most particular dresser will find the suit
that will suit her individual taste from our line of \$25 Suits.

VISIT OUR SECOND FLOOR TOMORROW

Our Mail Order Service is Prompt and Efficient. We Prepay Shipping Charges on all Your Purchases.

CATTLE DAMAGE SUIT STILL OCCUPIES TIME OF DISTRICT COURT

The case of the T. L. Capt Cattle company against the Santa Fe railroad company is still on trial in the district court. The plaintiff is suing the railroad company for damages for alleged injury and carelessness of handling of a shipment of stock.

A new venue of three jurors was drawn this morning. The new jurors drawn are Augustin Basa, J. H. Pegeal and M. S. Turney.

Judge H. T. Reynolds ordered a correction in the assessment of the tax rolls of 1914 on lots 8 to 19, block 16, of the Paris addition.

Suit was filed in the district court today by Theodora Montoya de Padilla against her husband, Antonio Padilla. The plaintiff charges desertion.

PERSONALS.

V. Gustafson, proprietor of Gustafson’s purity dairy, has returned from a visit to the San Francisco exposition. He was accompanied by his family.

Professor Hiram Hadley of Las Cruces was a visitor in Albuquerque this morning on his way to Santa Fe.

F. G. Metzger of Gross, Kelly & Co. left last night for California, where he will join Mrs. Metzger, who has been visiting on the coast for several weeks.

MORTUARY

Walter Collins, the remains of Walter Collins, who died Monday at a hospital from injuries received in the Belen railroad yards Sunday, when he fell from an engine, will be sent to Trinidad, Colorado for burial, probably tomorrow morning. Trainmen from the lodge at Chivis to which Collins belonged have wired Undertaker H. O. Strong that they will be here tonight to complete the arrangements.

WOMEN MAY BE STRONG

And enjoy life whether in the home or business world if they can keep off those ailments peculiar to their sex. If every woman realized how Lydia E. Pinkham’s Vegetable Compound, that simple remedy made from roots and herbs, goes to the root of the trouble and overcomes such symptoms as headache, headache, nervousness and irritability, they would be healthier, happier and stronger. If you suffer from any form of female ill, why don’t you try it? It will pay you to do so.

TOO LATE TO CLASSIFY

FOR SALE—3 homesteads in the Estancia valley, suitable for headquarter for small bunches of cattle, good open range adjacent. 4. H. Chamberlain & Co., 5-7 Whiting Bldg.

Where the SILKS Glow

and fascinate all womankind. Their beauty is apparent, therefore we will not dwell upon it, just give you the dry details and the prices. By the way—prices—genuinely economical. The reason is, we MERCHANTISE Silks thoroughly, just as we do sheeting, or anything else. The fact that a novelty is a novelty does not hypnotize us, does not make us profit-mad. There is the sanity of sound business in the marking of these lovely fabrics. Small profit margins.

\$1.75 a yard for Georgette Crepe, 48 inches wide in Maize, Belgian blue, navy, pale blue, pink, rose, black and white. For blouses and evening gowns.

\$3.00 a yard for chiffon Frills, a soft and beautiful material in many new colors, including field mouse. La-ridar.

\$2.00 a yard for crepe de chine, 48 inches wide; all silk, extra weight; an excellent silk for dancing dresses and the like. Full 48 inches wide; assay colors.

\$2.50 a yard for Pequin Stripe Crepe de Chine; white ground in rich color combinations; 36 inches wide.

No Foot-aches New Woolens for Brown October

Did you ever buy a dainty shoe only to discover that all its beauty was on the outside? Look at your shoes. Do they fit as perfectly now as the day you bought them?

The desire to look well is in every woman’s heart. You can have as pretty shoes as the woman who pays much higher prices. Wear “Rosenwald” shoes. Their beauty of design, expert style and unusual wear are part of the shoes themselves.

A smile will beautify the plainest face. No woman can smile if her shoes don’t fit. We have studied foot and know how yours should be treated. Our shoes fit well, haven’t an iota in them. We care here for your comfort and convenience. \$3.50 to \$6.00.

Far Bath Robes

Bacon Robe Plannels, in thirty new and exceedingly attractive designs. Thick, warm and luxurious, 50¢ a yard.

15¢ a yard for Merrimac Duckling Dose, in a variety of light and dark colors, all new patterns.

12½¢ a yard for the new Teal-downs, in plaids, checks and stripes. The quality is improved over last year.

10¢ for heavy weight Outings, plaids, checks and stripes and a great assortment of patterns in dark colors.

“THE PRETENDERS”



SCENE FROM "THE PRETENDERS"

It all happened as the result of the jest which Dick Mason and Elsie Dunbar played upon each other. Elsie could not know that she had been accidentally locked out of the Nolan home and that she was on her way to her father’s cottage. Something in her manner aroused his suspicion, and so Dick shadowed, never dreaming the while that he in turn was being shadowed by Pinkerton.

To his great horror Dick saw Elsie after vainly trying to enter the Dunbar cottage through the front door, force open a window and climb inside. He saw his duty and promptly proceeded to do it. A minute later Pinkerton saw Dick climbing through the window. The detective was about to follow when he saw his old friend Spike Cooper, slink into the scene and crawl into the house.

Five minutes later Dick, Elsie and Spike were shadowed together and marched to the village livery. It happened that Major Dunbar had taken his guests out motorboating, and so Elsie was unable to establish her identity. As for Dick, when he requested the stable to look inside his traveling bag for papers which would identify him he got himself into a worse mess when a fine layout of burglar’s tools were brought into view. But, as shown in Kalen’s four act “Broadway Favorites” feature, “The Pretenders,” the matter was finally cleared. This production features Crauford Kent, the famous Broadway star. Miss Marquette Courtier appears opposite him.

Matters came to a climax that night.

For quick results—a classified ad